

What is claimed is:

1. A method for providing access to a passive video product from an interactive application comprising:

    providing a branded selectable option within an interactive application display; and

    providing a passive video product associated with the brand in response to a user selecting the option from the interactive application display.

2. The method defined in claim 1 further comprising providing interactive content with the passive video product.

3. The method defined in claim 2 wherein:  
    the interactive content comprises an alert icon; and

    the method further comprises providing a merchandising opportunity to the user in response to the user selecting the alert icon.

4. The method defined in claim 3 wherein  
the alert icon is overlaid onto the passive video product.

5. The method defined in claim 2 wherein:  
    the interactive content comprises a television program listing; and  
    the method further comprises providing additional information for the television program listing in response to the user selecting the television program listing.

6. The method defined in claim 1 wherein:  
the interactive application is an  
interactive television program guide; and  
the branded selectable option is a  
branded selectable menu option of the interactive  
television program guide.

7. The method defined in claim 1 wherein  
the interactive application is a web browser.

8. The method defined in claim 1 wherein  
providing the passive video product comprises tuning  
equipment associated with the user to a television  
channel.

9. A method for providing advertisements  
for passive programming within an interactive  
application implemented at least in part on user  
equipment comprising:

providing an advertisement for passive  
programming in an interactive application display; and  
providing the advertised passive  
programming on the user equipment in response to the  
user selecting the advertisement from the interactive  
application display.

10. The method defined in claim 9 wherein  
the passive programming is a television program, a  
commercial, a pay-per-view program, or a passive video  
product segment.

11. The method defined in claim 9 further  
comprising retrieving the advertisement associated with  
the passive programming.

12. The method defined in claim 11 wherein retrieving an advertisement comprises retrieving an advertisement according to a schedule.

13. The method defined in claim 11 wherein retrieving an advertisement comprises retrieving an advertisement according to a real-time flag.

14. The method defined in claim 9 wherein the advertisement is branded.

15. The method defined in claim 9 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

16. The method defined in claim 9 wherein:  
the interactive application is an  
interactive television program guide; and  
providing the advertisement in the  
interactive application display comprises providing the  
advertisement as a panel advertisement in the  
interactive television program guide.

17. The method defined in claim 9 wherein providing the advertised passive programming comprises tuning the user equipment to a channel on which the programming is provided.

18. A method for providing advertisements within an interactive application implemented at least in part on user equipment comprising:  
providing branded passive programming to  
the user equipment;

providing a user associated with the user equipment with an opportunity to indicate a desire to access additional information associated with the branded passive programming; and

providing an interactive display on the user equipment in response to the user indicating a desire to access the additional information, wherein the display comprises an advertisement for an advertiser associated with the brand of the branded passive programming.

19. The method defined in claim 18 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

20. The method defined in claim 18 further comprising retrieving the advertisement.

21. The method defined in claim 20 wherein retrieving an advertisement comprises retrieving an advertisement according to a schedule.

22. The method defined in claim 20 wherein retrieving an advertisement comprises retrieving an advertisement according to a real-time flag.

23. The method defined in claim 18 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

24. The method defined in claim 18 wherein:

the interactive application is an interactive television program guide; and

providing the interactive display comprises providing the advertisement as a panel advertisement in an interactive television program guide display.

25. A method for providing advertisement space to advertisers across television-related products comprising:

allocating advertisement time for an advertiser on an interactive application and during a passive program; and

providing an advertisement for the advertiser within a display for the interactive product and with the passive program, during the allocated advertisement time.

26. The method defined in claim 25 further comprising:

providing a user with an opportunity to select the advertisement in the interactive application; and

providing the passive program in response to the user selecting the advertisement in the interactive application.

27. The method defined in claim 25 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

28. The method defined in claim 25 wherein the interactive application is an interactive

television program guide, an operating system, a home shopping application, or a web browser.

29. A system for providing access to a passive video product from an interactive application comprising:

means for providing a branded selectable option within an interactive application display; and  
means for providing a passive video product associated with the brand in response to a user selecting the option from the interactive application display.

30. The system defined in claim 29 further comprising means for providing interactive content with the passive video product.

31. The system defined in claim 30 wherein:  
the interactive content comprises an alert icon; and  
the system further comprises means for providing a merchandising opportunity to the user in response to the user selecting the alert icon.

32. The system defined in claim 31 wherein the alert icon is overlaid onto the passive video product.

33. The system defined in claim 30 wherein:  
the interactive content comprises a television program listing; and  
the system further comprises means for providing additional information for the television

program listing in response to the user selecting the television program listing.

34. The system defined in claim 20 wherein:  
the interactive application is an  
interactive television program guide; and  
the branded selectable option is a  
branded selectable menu option of the interactive  
television program guide.

35. The system defined in claim 20 wherein  
the interactive application is a web browser.

36. The system defined in claim 20 wherein  
the means for providing the passive video product  
comprises means for tuning equipment associated with  
the user to a television channel.

37. A system for providing advertisements  
for passive programming within an interactive  
application implemented at least in part on user  
equipment comprising:

means for providing an advertisement for  
passive programming in an interactive application  
display; and

means for providing the advertised  
passive programming on the user equipment in response  
to the user selecting the advertisement from the  
interactive application display.

38. The system defined in claim 37 wherein  
the passive program is a television program, a  
commercial, a pay-per-view program, or a passive video  
product segment.

39. The system defined in claim 37 further comprising means for retrieving the advertisement.

40. The system defined in claim 39 wherein the means for retrieving the advertisement comprises means for retrieving an advertisement according to a schedule.

41. The system defined in claim 39 wherein the means for retrieving the advertisement comprises means for retrieving an advertisement according to a real-time flag.

42. The system defined in claim 37 wherein the advertisement is branded.

43. The system defined in claim 37 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

44. The system defined in claim 9 wherein:  
the interactive application is an  
interactive television program guide; and  
the means for providing the  
advertisement in the interactive application display  
comprises means for providing the advertisement as a  
panel advertisement in the interactive television  
program guide.

45. The system defined in claim 37 wherein  
the means for providing the advertised programming  
comprises means for tuning the user equipment to a

channel on which the advertised programming is provided.

46. A system for providing advertisements within an interactive application running at least in part on user equipment comprising:

means for providing branded passive programming to the user equipment;

means for providing a user associated with the user equipment with an opportunity to indicate a desire to access additional information associated with the branded passive programming; and

means for providing an interactive display on the user equipment in response to the user indicating a desire to access the additional information, wherein the display comprises an advertisement for an advertiser associated with the brand of the branded passive programming.

47. The system defined in claim 46 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

48. The system defined in claim 46 further comprising means for retrieving the advertisement.

49. The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a schedule.

50. The system defined in claim 48 wherein the means for retrieving an advertisement comprises

retrieving an advertisement according to a real-time flag.

51. The system defined in claim 46 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

52. The system defined in claim 46 wherein:  
the interactive application is an interactive television program guide; and  
the means for providing the interactive display comprises means for providing the advertisement as a panel advertisement in an interactive television program guide display.

53. A system for providing advertisement space to advertisers across television related-products comprising:

means for allocating advertisement time for an advertiser on an interactive application and during a passive program; and

means for providing an advertisement for the advertiser within a display for the interactive product and with the passive program, during the allocated advertisement time.

54. The system defined in claim 53 further comprising:

means for providing a user with an opportunity to select the advertisement in the interactive application; and

means for providing the passive program in response to the user selecting the advertisement in the interactive application.

55. The system defined in claim 53 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

56. The system defined in claim 53 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

57. A system for providing access to a passive video product from an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment, wherein the display comprises a branded selectable option; and

provide a passive video product associated with the branded selectable option on the user equipment in response to a user selecting the option.

58. The system defined in claim 57 wherein the interactive application is further configured to provide interactive content with the passive video product.

59. The system defined in claim 58 wherein:

the interactive content comprises an alert icon; and

wherein the interactive application is further configured to provide a merchandising opportunity to the user in response to the user selecting the alert icon.

60. The system defined in claim 59 wherein the alert icon is overlaid onto the passive video product.

61. The system defined in claim 58 wherein: the interactive content comprises a television program listing; and

wherein the interactive application is further configured to provide additional information for the television program listing in response to the user selecting the television program listing.

62. The system defined in claim 57 wherein: the interactive application is an interactive television program guide; and the branded selectable option is a branded selectable menu option of the interactive television program guide.

63. The system defined in claim 57 wherein the interactive application is a web browser.

64. The system defined in claim 57 wherein the interactive application is configured to provide the passive programming by tuning the user equipment to a television channel on which the passive programming is provided.

65. A system for providing advertisements for passive programming within an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment, wherein the display comprises an advertisement for passive programming; and

provide the passive programming in response to the user selecting the advertisement.

66. The system defined in claim 65 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

67. The system defined in claim 65 wherein the interactive application is further configured to retrieve the advertisement.

68. The system defined in claim 65 wherein the interactive application is further configured to retrieve the advertisement according to a schedule.

69. The system defined in claim 65 wherein the interactive application is further configured to retrieve the advertisement according to a real-time flag.

70. The system defined in claim 65 wherein the advertisement is branded.

71. The system defined in claim 65 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

72. The system defined in claim 65 wherein:  
the interactive application is an  
interactive television program guide; and  
the interactive television program guide  
is configured to provide the advertisement as a panel  
advertisement.

73. The system defined in claim 65 wherein the interactive application is configured to provide the passive programming by tuning the user equipment to a television channel on which the passive programming is provided.

74. A system for providing advertisements within an interactive application comprising:  
user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:  
provide a display on the user equipment, wherein the display comprises branded passive programming;  
provide a user with an opportunity to indicate a desire to access additional information associated with the branded passive programming; and  
provide a display in response to the user indicating a desire to access the additional information, wherein the display comprises an advertisement for an advertiser associated with the brand of the branded passive programming.

75. The system defined in claim 73 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

76. The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement.

77. The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement according to a schedule.

78. The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement according to a real-time flag.

79. The system defined in claim 73 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

80. The system defined in claim 73 wherein:  
the interactive application is an  
interactive television program guide; and  
the interactive television program guide  
is configured to provide the advertisement as a panel  
advertisement.

81. A system for providing advertisement time to advertisers across television related products comprising:

a distribution facility configured to provide passive programming having an advertisement for an advertiser during a given time block; and

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to provide a display comprising an advertisement for the advertiser during the give time block.

82. The system defined in claim 81 wherein the interactive application is further configured to:

provide a user with an opportunity to select the advertisement in the display provided by the interactive application; and

provide the passive programming in response to the user selecting the advertisement in the interactive application.

83. The system defined in claim 81 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

84. The system defined in claim 81 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.